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April 10, 1928

EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

WELL BEGUN IS HALF DONE
H. W. Hochbaum,
Agriculturist, Eastern States

There is no short cut to a more rapid adoption of better practices. Farmers will not act until they see that the recommended practices are a solution to wants which they feel. Therefore, more time should be taken to prepare rural people to recognize a problem and to want the solution. Many agents now feel that the first step is to put every important project through a formal launching stage. This will be a test of the real worth of the solution and will develop a background of support that will send the project off to a good start.

J. N. Kavanaugh, county agricultural agent in Brown County, Wis., is the latest recruit to this method. He said recently: "We had a dandy launching meeting for our Make Clover and Alfalfa Sure Crops campaign. Seventy-five township leaders and leading farmers from all parts of the county attended. The soils specialist discussed the problem and the need for superphosphate. This started a fine general discussion. When I came back to the meeting after taking the specialist to the train at 4 o'clock, the farmers were still discussing the need for phosphate, and I found that they had formed a pool for a carload of phosphate."

The steps followed by Mr. Kavanaugh in planning this launching stage follow:

- (1) A series of news notes outlining the difficulty farmers were having in obtaining a sure crop of clover or alfalfa.
- (2) Visits to 30 to 40 leading farmers and township committeemen to discuss the problems and to invite them to a county-wide meeting.
- (3) A series of news stories quoting these leaders.
- (4) Visits to local bankers, fertilizer dealers, and merchants to win support for the project and to arrange for a supply of reasonably priced phosphate.
- (5) News notes on the problem and announcements of meeting.
- (6) Circular letter to all leaders wanted at meeting.
- (7) County-wide meeting of leaders to discuss problem with specialist and agent and to approve plans for campaign.
- (8) A series of news notes giving results of meeting, quoting leaders, and outlining plans for campaign.

Mr. Kavanaugh plans to follow this with two or three months of direct mail material, news notes, an essay contest, meetings, and colored illustrated circular letters before an attempt will be made to get farmers to act.

Original distribution to all extension workers in Eastern and Central States and extension directors and county-agent supervisors in other States.

